	-	Ta	ble 3	
,		Verbatim Responses of all Co		cipants
Resp ID	Who Sourced, Sponsored, or is Affiliated?	Why do you say that?	What else, if anything, makes you say that?	What Other Products?
		brand		
206	Hammer	That's the car	I know the car, thge look	have no idea
208	hummer company	it looks alot like a hummer	the high cab and big tires	hummers
210	HUMMER	THE STLYE	SHAPE, SIZE	NOT SURE
216 220	Hummer General Motors	thats what it is  Know GM makes and Markets the Hummer	nothing	H2, H3  GMC, Cadillac, Chevys, Pontiac, Buick
221	GM/Hummer	That's who makes it.	*	Chevrolet Cadillac
223	Hummer	Becuase it looked like a version of one.	The overall shape and size	I don't know.
224	car dealership	Because it is a hummer!	I do not know	I do not know
225	hummer	car	look	humv
229	GMC	Because GMC is the parent company that makes GMC Trucks, Chevrolet, Pontiac, HUMMER(which is what the pictures are of) SAAB, Buick, etc.	it's a HUMMER	Different car dealers, financing,
233	GM	It looks like a Hummer	Nothing	Cadilac, Saturn, GMC
240	hummer	looks like their products	nothing	only vehicles
241	hummer	it looks like one		dont know
243	GM hummer	gm	na	Oldsmobile
251	Hummer	It looks like the Hummers I have seen on the street.	That is what I believe the name of those types of vehicles	H2, H3
254	hummer .	that's what it looks like	nothing else	nothing
260	Hummer	It looks like one	nothing	Cars
262	GMC Hummer	Thats what it is	nothing	GMC
263	jeep hummer	that the image of a hummer	nothing	grand cherokee
264	GM	I think they put it out because of the rugedness	that is all i have eto say about the subject other than it is a HUMMER	pontiac, chevrolet, buick, cadillac oldsmobile, arctic snow cat
265	Hummer	It looks like a Hummer	No other makers make this kind of vehicle.	not sure
266 270	Hummer	It looked like a Hummer		I dont think any GM is the company hummer is
	hummer	the product is a hummer	the shape, size, very distint looks	the product gm puts out, chevrolets, buicks, pontlacs, lots
274	Hummer	looks like a typical hummer shape that I have seen in the past	nothimg	hummer 2 and 3
276	Hummer	Seen it before	nope	Humvee?
280	GM	I beleive they are the manufacturers of Hummers	seen the product on GM car lots	Chevy, Saturn, Pontiac, GMC
284	Hummer	Because it was a picture of a hummer	it was a hummer	по опе
286	Hummer	it looks like a Hummer.	It looks exactly like a Hummer	I think Hummer is under General Motors so they make other cars as well.
288	Hummer	The vehicle looks like a Hummer vehicle	There is no other vehicle that looks like that except Hummer	I think just vehicles
289	Hummer	That's what it is.		Well, after looking it up, I see that it is a General Motors (Buick, Cadillac, Chevrolet, GMC, Holden, Hummer, Opel, Pontiac Saab, Saturn, Vauxhalivehicle).
291	hummer	j have seen alot of hummers	4	h2
292	Hummer	Looks like a hummer	Nothing	Other hummers/cars
	Hummer	they make similar looking		H1, H2, H3

	-		ible 3	*******
	Who Sourced,	Verbatim Responses of all Co	ntused Test Condition Partic	ipants
Resp			Minor class if anything	
_ •	Sponsored, or	16 the edge consequently a 40	What else, if anything,	Martine A Office of Day 1 of O
D	is Affiliated?	Why do you say that?	makes you say that?	What Other Products?
<del></del>		vehicles		
96	Hummer	I believe that is who makes it.	Nothing.	Do not know.
308 309	hummer	thats what it is  Because it looks like a	and the second second section of the second section se	h2 h3
	Hummer	Hummer	Nothing	Nothing that I can think of
317	Hummer	It looks like a Hummer	None	Don't know
318	hummer	it looks like a hummer	prior experience from seeing cars	other cars different sizes
319	hummer	that is what it looked like an old military hum vee	nothing	don't know
324	Hummer	I know that this vehical is a Hummer.	I know the style of this vehical and all its features	There are three versions of the Hummer
332		Because I never hear/see any		7
JUL	Hummer	other name listed in advertisements for the hummers	nothing	i don't know
333	hummer	looks like one		i don't know
336	hummer	That is what this vehicle looks like.	The size and shape of it	f only know vehicles and am not sure of other products.
338	hummer	cause it favors a hummer	just the way it looks like a hummer	i dont know
340			It looks a lot like the	
•	Hummer	It looks like a military vehicle	vehicles I have seen at the	None that I am aware of
			car dealer or on the street	
			that was identified to me as "a Hummer."	
345	Hummer	It looks like a humvee	that is it .	do not know
348	hummer	because its a humvee	no one else makes that type of vehicle	h2,h3
350	Hummer	Have seen it before	advertising	don't know
351	Liverner	Because it looks like a	n of him o	H3, H4
	Hummer	Hummer H2 owned by GM	nothing	по, пч
353	hummer	because it tooks like a hummer	nothing	i don't know
359	hummer	I know what make it is		jeep
360	GMC	They make the Hummer	The are a US car company	A large line of cars and trucks
370	Hummer	It looks like a Hummer of some sort.	Because it does look like one.	I don't know
374	hummer	i know people who have them		dont know
885	hummer	Product looks fimiliar	unique shape and style	that is the only product I am aware of.
388	ent mys Aldystocou serbbird normania (1877-1961 - 1866) 14 iu dielek 140 di	1 4 h	What else could it be?	and the second s
	Hummer	It looks like a Hummer, it is a unique looking vehicle.	There aren't many vehicles that look like that.	I think they just make cars.
394	Hummer	It looks like a rougher, longer	grill	H1, H2, and H3
397	GM, Hummer	H1 I recognized it to be a	Personal experience with purchase	Other Hummers, H2, H3 and all other car brands owned by GM
398	hummer	Hummer H1 because of the suv	none	dont know
104	Hummer	Appearance of a Hummer.	Shape.	Don't know.
105	GM	I think this is a Hummer	I'm pretty familiar with autos	cars and trucks
106	Hummer	it appears to be a version of the Hummer H1.		Only vehicles that I am aware of
112	general motors	because the vehicle looks like a hummer	hummer is owned by GM.	CHEVRELOT, PONTIAC, CADILLAC, BUICK, OPEL, HUMMER, GMC, SATURN
<b>4</b> 16	Hummer	Because I've seen them.	Because it looks just like a Hummer.	don't know of any others.
118	Hummer	Because it looks like the Hummer H-1 Alpha		H-2, H-3
121	hummer	It looks to me like hummer cars I've seen on the road	n.a	i don't know

Who Sourced   Sponsored or   Spons	
hummer looks as rugged, looks like a tank do not know rectangular lit looks like a hummer The shape of the vehicle hone with looks like a hummer The shape of the vehicle hone of the vehicle face of the vehicle hone of the vehicle face of the vehicle hone of the vehicle looks like a hummer that looks like a hummer has a very unique look to it that hummer lit looks like a hummer lit looks like a hummer lit looks like a hummer has a very unique look to it that hummer lit looks like a hummer lit looks like a hummer has a very unique look to it that hummer lit looks like a hummer lit looks like a hummer lit looks like a hummer has a very unique look to it that hummer lit looks like a hummer. What looks like a hummer has a very unique look to it that hummer lit looks like a hummer. The body style. Idon't know that looks like that style.  ### Hummer Hummer lit looks like a hummer has a very unique look to it that hummer lit looks like a hummer. The body style. Idon't know that looks like that style.  ### Hummer Hummer has 2 trucks out now that looks like that style. General Molors makes Hummer models currently available. Hummer hefore at a Hummer models currently available. Hummer hefore at a Humme	
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HUMMER HUMMER HUMMER HUMMER HUMMER HUMMER HUMMER  HUMM	
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477     gmc     they make hummers     na     dont know       478     Hummer     Because it looks like a hummer has a specific style hummer.     As far as I know Hummers, Hummers, Hummers, Hummers, Hummers, Hummers       480     GM- Hummer     Because I believe it is so.     It looks like a hummer     silverrado	ckalso Cadilla
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Donnes & to a Homes and	
GM Because it is a Hummer made the looks cars by General Motors	
483 . I don't know who hummer manufactuers the hummers don't know the n it looks like a hummer to me	nanufacturer
488 hummer na na na	
491 Hummer It Looks like one. Nothing H2 H3	No. 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1,
Hummer Because it looks like a It's square and boxy like a I don't know.  Hummer in some ways. Hummer	
498 I don't know if that is the  hummer hummer makes it. So I'm guessing that  is who makes it.	

Resp ID         SpriD           499         hum           501         Hurr           502         hum           506         hum           507         Gen           511         GM           513         hum           516         hum           517         Hurr           520         Hurr           522         GM           524         hum           525         Hurr           531         Hurr           535         hum           538         Hurr           539         Hurr           541         hum           543         Hurr           544         hum           545         Hurr           553         hum           553         hum           553         hum           553         hum           553         hum           553         hum	no Sourced, consored, or sonsored, or sonsor	Verbatim Responses of all Cor  Why do you say that? hummer bought the rights from the govt. Actualy I believe it is Chrysler, Hummer is the model. I recognize it as a hummer it looks like a Hummer. because a Hummer is a general motors product Because it is the original commercial Hummer looks like one it's a Hummer Because that is definitely a Hummer. they have cars like that Because the vehicle shown looked like the original Humvee, the one before the H2. in Vegas we participated in a GM test drive and one of the vehicles was a hummer the general look of the vehical Looks like a hummer it looks like a Hummer it looks like the Hummers I have seen on the road and TV I have seen this car on the	My at else, if anything, makes you say that?  nothing  Nothing  nothing  nothing else  n/a  Don't know.  nothing  nothing  nothing  nothing  Nothing	What Other Products? h1,h2,h3 Not sure don't know dont know Chevrolet, pontiac buick grnc cadillac satum Cars and trucks hummer 3, hummer 2, hummer The Hummer line H1 H2 H3 Don't know sedans The Hummer H2 and the Humme H3 corvettes cars trucks and suv Not sure H2, H3 I don't know
Resp         Sprin           ID         is           499         hum           501         Hurr           502         hum           506         hum           507         Gen           511         GM           513         hum           516         hum           517         Hurr           520         Hurr           522         GM           525         Hurr           531         Hurr           535         hum           538         Hurr           539         Hurr           541         hum           543         Hurr           544         hum           545         Hurr           553         hum           558         hum           558         hum           561         Hurr	consored, or a Affiliated?  Aff	hummer bought the rights from the govt.  Actualy I believe it is Chrysler, Hummer is the model.  I recognize it as a hummer it looks like a Hummer.  because a Hummer is a general motors product  Because it is the original commercial Hummer looks like one it's a Hummer.  Because that is definitely a Hummer.  they have cars like that  Because the vehicle shown looked like the original Humvee, the one before the H2.  in Vegas we participated in a GM test drive and one of the vehicles was a hummer the general look of the vehical  Looks like a humvie  It looks like a Hummer I have seen on the road and TV  I have seen this car on the	makes you say that?  nothing  Nothing  no its big  nothing  nothing else n/a  Don't know.  nothing  nothing  its big	h1,h2,h3  Not sure don't know dont know Chevrolet, pontiac buick grnc cadillac satum Cars and trucks hummer 3, hummer 2, hummer The Hummer line H1 H2 H3 Don't know sedans The Hummer H2 and the Humme H3  corvettes cars trucks and suv Not sure H2, H3
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502 hum 506 hum 507 Gen 511 GM 513 hum 516 hum 517 Hum 519 hum 520 Hum 522 GM 524 hum 525 Hum 538 Hum 538 Hum 539 Hum 541 hum 543 Hum 544 hum 544 hum 554 Hum 555 Hum	nmer nmer nmer nmer nmer nmer nmer nmer	Hummer is the model.  I recognize it as a hummer it looks like a Hummer.  because a Hummer is a general motors product  Because it is the original commercial Hummer looks like one it's a Hummer.  Because that is definitely a Hummer.  they have cars like that  Because the vehicle shown looked like the original Humvee, the one before the H2.  in Vegas we participated in a GM test drive and one of the vehicles was a hummer.  the general look of the vehical  Looks like a Hummer  It looks like a Hummer  It looks like the Hummers I have seen on the road and TV  I have seen this car on the	nothing nothing else n/a Don't know. nothing nothing nothing tipust looks like its in the hummer class	don't know dont know Chevrolet, pontiac buick gmc cadillac satum Cars and trucks hummer 3, hummer 2, hummer The Hummer line H1 H2 H3 Don't know sedans The Hummer H2 and the Humme H3 corvettes cars trucks and suv Not sure H2, H3
506 hum 507 Gen 511 GM 513 hum 516 hum 517 Hum 519 hum 520 Hum 522 GM 524 hum 525 Hum 535 hum 538 Hum 539 Hum 541 hum 544 hum 544 hum 546 Hum 553 hum 553 hum 554 Hum	nmer neral Motors nmer nmer GM nmer nmer nmer nmer	it looks like a Hummer. because a Hummer is a general motors product Because it is the original commercial Hummer looks like one it's a Hummer Because that is definitely a Hummer. they have cars like that Because the vehicle shown looked like the original Humvee, the one before the H2. in Vegas we participated in a GM test drive and one of the vehicles was a hummer the general look of the vehical Looks like a Hummer it looks like a Hummer It looks like the Hummers I have seen on the road and TV I have seen this car on the	nothing nothing else n/a Don't know. nothing  nothing  nothing  tipust looks like its in the hummer class	dont know Chevrolet, pontiac buick grac cadillac satum Cars and trucks hummer 3, hummer 2, hummer The Hummer line H1 H2 H3 Don't know sedans The Hummer H2 and the Humme H3 corvettes cars trucks and suv Not sure H2, H3
507 Gen 511 GM 513 hum 516 hum 517 Hum 519 hum 520 Hum 522 GM 524 hum 525 Hum 531 Hum 535 hum 538 Hum 541 hum 544 hum 544 hum 544 hum 544 hum 546 Hum 553 hum 658 hum	neral Motors  nimer  nimer GM  nimer  nimer  nimer  nimer	because a Hummer is a general motors product Because it is the original commercial Hummer looks like one it's a Hummer Because that is definitely a Hummer. They have cars like that Because the vehicle shown looked like the original Humvee, the one before the H2. In Vegas we participated in a GM test drive and one of the vehicles was a hummer The general look of the vehical Looks like a Hummer It looks like a Hummer It looks like the Hummers I have seen on the road and TV I have seen this car on the	nothing nothing else n/a Don't know. nothing  nothing  nothing  tiguatiooks like its in the hummer class	Chevrolet, pontiac buick grnc cadillac saturn  Cars and trucks hummer 3, hummer 2, hummer The Hummer line H1 H2 H3  Don't know sedans  The Hummer H2 and the Humme H3  corvettes  cars trucks and suv  Not sure H2, H3
511 GM 513 hum 516 hum 517 Hum 519 hum 520 Hum 522 GM 524 hum 525 Hum 531 Hum 535 hum 538 Hum 541 hum 544 hum 544 hum 544 hum 554 Hum 554 Hum 554 Hum 554 Hum	nrmer GM nrmer GM nrmer nrmer nrmer nrmer nrmer nrmer, gm nrmer nrmer	general motors product Because it is the original commercial Hummer looks like one it's a Hummer Because that is definitely a Hummer. they have cars like that Because the vehicle shown looked like the original Humvee, the one before the H2. in Vegas we participated in a GM test drive and one of the vehicles was a hummer the general look of the vehical Looks like a Hummer It looks like the Hummers I have seen on the road and TV I have seen this car on the	nothing else n/a Don't know. nothing  nothing  nothing, if caught me right away it just looks like its in the hummer class	cadillac satum  Cars and trucks hummer 3, hummer 2, hummer The Hummer line H1 H2 H3  Don't know sedans  The Hummer H2 and the Humme H3  corvettes  cars trucks and suv  Not sure H2, H3
513 hum 516 hum 517 Hum 519 hum 520 Hum 522 GM 524 hum 525 Hum 535 hum 538 Hum 539 Hum 541 hum 544 hum 544 hum 544 hum 5546 Hum 553 hum 658 hum	nmer nmer nmer nmer nmer nmer nmer, gm nmer nmer	commercial Hummer looks like one it's a Hummer Because that is definitely a Hummer. they have cars like that Because the vehicle shown looked like the original Humvee, the one before the H2. in Vegas we participated in a GM test drive and one of the vehicles was a hummer the general look of the vehical Looks like a humvie It looks like a Hummer It looks like the Hummers I have seen on the road and TV I have seen this car on the	nothing else n/a Don't know. nothing  nothing  nothing, if caught me right away it just looks like its in the hummer class	hummer 3, hummer 2, hummer The Hummer line H1 H2 H3 Don't know sedans The Hummer H2 and the Humme H3 corvettes cars trucks and suv Not sure H2, H3
516 hum 517 Hum 519 hum 520 Hum 522 GM 524 hum 525 Hum 531 Hum 538 Hum 539 Hum 541 hum 544 hum 544 hum 546 Hum 553 hum 658 hum	nmer GM nmer nmer nmer, gm nmer nmer	it's a Hummer Because that is definitely a Hummer. they have cars like that Because the vehicle shown looked like the original Humvee, the one before the H2 in Vegas we participated in a GM test drive and one of the vehicles was a hummer the general look of the vehical Looks like a humvie It looks like a Hummer It looks like the Hummers I have seen on the road and TV I have seen this car on the	n/a  Don't know.  nothing  nothing  nothing, if caught me right away  it just looks like its in the hummer class	The Hummer line H1 H2 H3 Don't know sedans The Hummer H2 and the Humme H3 corvettes cars trucks and suv Not sure H2, H3
517 Hurr 519 hum 520 Hurr 522 GM 524 hum 525 Hurr 531 Hurr 535 hum 538 Hurr 539 Hurr 541 hum 541 hum 544 hum 544 hum 546 Hurr 553 hum 658 hum	nmer nmer, gm nmer nmer	Because that is definitely a Hummer.  they have cars like that Because the vehicle shown looked like the original Humvee, the one before the H2.  in Vegas we participated in a GM test drive and one of the vehicles was a hummer the general look of the vehical  Looks like a humvie It looks like a Hummer It looks like the Hummers I have seen on the road and TV I have seen this car on the	nothing nothing nothing, if caught me right away it just looks like its in the hummer class	Don't know sedans  The Hummer H2 and the Humme H3  corvettes  cars trucks and suv  Not sure  H2, H3
519 hum 520 Hum 522 GM 524 hum 525 Hum 531 Hum 535 hum 538 Hum 539 Hum 541 hum 544 hum 544 hum 546 Hum 553 hum 658 hum	nmer nmer, gm nmer nmer	Hummer. they have cars like that Because the vehicle shown looked like the original Humvee, the one before the H2. in Vegas we participated in a GM test drive and one of the vehicles was a hummer the general look of the vehical Looks like a humvie It looks like a Hummer It looks like the Hummers I have seen on the road and TV I have seen this car on the	nothing nothing, if caught me right away it just looks like its in the hummer class	sedans The Hummer H2 and the Humme H3 corvettes cars trucks and suv Not sure H2, H3
522 GM 524 hum 525 Hum 531 Hum 535 hum 538 Hum 539 Hum 541 hum 544 hum 544 hum 553 hum 554 Hum 554 Hum	nmer nmer gm nmer nmer	Because the vehicle shown looked like the original Hurnvee, the one before the H2. In Vegas we participated in a GM test drive and one of the vehicles was a hummer the general look of the vehical Looks like a hummer It looks like a Hummer It looks like the Hummers I have seen on the road and TV.	nothing nothing, if caught me right away it just looks like its in the hummer class	The Hummer H2 and the Humme H3  corvettes  cars trucks and suv  Not sure  H2, H3
522 GM 524 hum 525 Hum 531 Hum 535 hum 538 Hum 539 Hum 541 hum 544 hum 546 Hum 553 hum 558 hum	nmer, gm nmer nmer	looked like the original Hurnvee, the one before the H2.  In Vegas we participated in a GM test drive and one of the vehicles was a hummer  the general look of the vehical Looks like a hurnvie It looks like a Hummer It looks like the Hummers I have seen on the road and TV I have seen this car on the	nothing, if caught me right away it just looks like its in the hummer class	corvettes  cars trucks and suv  Not sure  H2, H3
524 hum 525 Hum 531 Hum 535 hum 538 Hum 539 Hum 541 hum 544 hum 544 hum 554 Hum 555 hum 658 hum	nmer, gm nmer nmer	GM test drive and one of the vehicles was a hummer the general look of the vehical Looks like a hummer it looks like a Hummer it looks like the Hummers! have seen on the road and TV.	nothing, if caught me right away it just looks like its in the hummer class	cars trucks and suv  Not sure  H2, H3
525 Hum 531 Hum 535 hum 538 Hum 539 Hum 541 hum 544 hum 546 Hum 553 hum 558 hum 561 Hum	nmer nmer	Looks like a humvie It looks like a Hummer It looks like the Hummers I have seen on the road and TV I have seen this car on the	away it just looks like its in the hummer class	Not sure H2, H3
531 Hum 535 hum 538 Hum 539 Hum 541 hum 544 hum 546 Hum 553 hum 558 hum	nmer nmer	It looks like a Hummer It looks like the Hummers I have seen on the road and TV I have seen this car on the	hummer class	H2, H3
535 hum 538 Hum 539 Hum 541 hum 543 Hum 544 hum 546 Hum 553 hum 658 hum	nmer .	It looks like the Hummers I have seen on the road and TV I have seen this car on the	Nothing, its a Hummer	
538 Hum 539 Hum 541 hum 543 Hum 544 hum 546 Hum 553 hum 658 hum 561 Hum		have seen on the road and TV I have seen this car on the		l don't know
539 Hum 541 hum 543 Hum 544 hum 546 Hum 553 hum 658 hum 661 Hum	nmer			
541 hum 543 Hum 544 hum 546 Hum 553 hum 558 hum 561 Hum		road	nothing	not sure
543 Hum 544 hum 546 Hum 553 hum 658 hum	nmer	Because it is a hum-v, made for the military		off-road vehicles
544 hum 546 Hum 553 hum 558 hum 561 Hum	nmer	that is the car that it looks like with the square sides and boxy shape	nothing	military vehicles
546 Hum 553 hum 558 hum 561 Hum	nmer .	Because it is a Hummer.		Just different models of Hummers
553 hum 658 hum 561 Hum	nmer	it looks like a hummer	nothing	don't know
558 hum 561 Hum	nmer	Because I recognize Hum-V vehicles from the road.	not sure	not sure
561 Hum	nmer	because it looks like a hummer		not sure
Hum	nmer	it looks like a hummer	nothing	different models
563	nmer	It Has The Classic "Hummer" Look	There Are No Other Vehicles Like It	All Terain Vehicles
JEE	₽	IT LOOKS LIKE A HUMMER BUT I DONT KNOW WHICH COMPANY BUILDS THEM		SPORTS UTILITY VECHELES
571 GM		It looks like a hummer	looks more like a military hummer	Vehicles
	nmer	It resembles a Hummer	Nothing	Hummer2,Hummer3
575 gm		IT'S A HUMMER, MADE BY GM.	I know what they look like!	Cars & Trucks
576 hum	-mer	i seen hummer cars on the road	n/a	dont no any other
	unci	looks like the design	none	thats about it
	nmer .			hummers
		because it is a hummer vehicle		
594 GM 595 Hum	nmer .		just the looks	not sure cars

		Ta Verbatim Responses of all Co	ible 3 nfused Test Condition Partic	cipants
	Who Sourced,			
Resp ID	Sponsored, or is Affiliated?	Why do you say that?	What else, if anything, makes you say that?	What Other Products?
500	hummer	hummer has a similar product line	just the looks of the vehicle	not sure
302	Hummer	it looks like a Hummer	Nothing, it is based on looks.	Humvee, H2 - all vehicles I believe
508	Hummer	It looks boxy like they do	по	Hummer 3
511	Hummer	because i know what the product is	поле	not sure
513	Hummer	Because it tooks like a humvee to me.	nothing besides my first response	not sure
514	hummer	because its a hummer	unknown	1 dont know
516	gm	vehicle reminds me of a hummer	nothing	vans, cars, trucks, suv's
320	hummer	i have seen advertisements	commercials	dont know
624	Hummer	Looks like a hummer from all sides	nothing	do not know
626	hummer	because it looked like a hummer	nothing	dont know
629	Hummer	distinctive look of a Hummer	No other model is similar in looks to the Hummer	smaller version of the Hummer, accessories such as snow removal products, etc.
632	hummer	it looks like one	nothing	only suvs/military vehicles
640	hummer	it looks like an h2 made by hummer		h3 and h2
641	Hummer	because it looks just like a hummer	the shape, and style of it.	l don't know.
549	hummer	it looks like an h2	looks	i dont know
551	Hummer	This is the brand of vehicle.	By the way it looks.	H2
554	Hummer	because it is a hummer	tooking at the different views of it	no idea
556	General Motors	I think they are the company that makes the vecible	) think GM makes the Hurnmer	Caadillac,Pontiac,Satum,Chevy trucks,Chevrolet
559	Hummer	It just looks like either a Hummer or a jeep.	It's boxy	Don't know
560	hummer	I'm familiar with hummers	it unmistakably looks like a hummer	humvees, accessories for cars
664	hummer	thats what i think	design	don't know
65	Hummer	looks like one of their products	the style is dique to them	not sure
70	hummer	its a hummer	nothing	don't know
76	hummer	cause it looks like a hummer	nothing else	other veicles
79 86	hummer HUMMER	Looks just like one. IT LOOKS LIKE A HUMMER H-1	tires, design NOTHING	dont know H2, H3
88	Hummer	Looks like one	Looks like one	Other SUVs
93	Hummer	looks like a hummer	nothing	i am not aware of any other products besides vehicles
96	Hummer	It looks like one.	n/a	Hummers
98	Hummer	Because it is a Hummer. Don't know the actual company maker name	none	don't know
705	Hummer	That's what it looks like to me, a Hummer.	Mik (allinet) and a day a great process of the contract and a second process and a second process and a second	H2, and H3. Both of which are released by GM.
713	Hummer	It looks like the other automobiles Hummer sells.	Don't know.	H2, H3
715	Hummer	Hummer SUV made by General Motors	No	Other similar SUVs
716	Hummer	the shape and size of the windows, the door shapes and door handles	overall shape and size	I don't know
18	Hummer	It looks like a Hummer because of the width of the suv	The way it is made and designed	Nothing I know of

	o.	- ·	ible 3	•
		Verbatim Responses of all Co	infused Test Condition Partic	ipants
Resp ID	Who Sourced, Sponsored, or is Affiliated?	Why do you say that?	What else, if anything,	What Other Braduate?
719	19 Miniateur	vvily do you say mat?	makes you say that?	What Other Products?
	Hummer	I know thats the name of the vehicle	Because I have seen them before and know people who have used or owned them	Not sure. Other vehicles? Military equipment?
720	hummer	Because it looks like previous products from their company	It is a large box shaped SUV	Just SUVs
722	hummer	i see them a lot on the roads, be it h2 or h2 even	advertising in tv specifically	dan't know
723	Hummer	Because it looks just like a Hummer.	it has the same shape and look as a Hummer.	As far as I know only automobiles
724	hummer	it looks like a hummer and is built like one	hummers are not like cars and trucks so they stand out from all the others	i do not know. i have never researched hummers
727	Hummer	Looks like all the other Hummers	nothing	полw
729	Hummer	Becaues it was a Hummer vehicle, the older style, like the military issue but with civilian technology.	-	h2, and h3 models
732	Hummer	It looks like a military hummer	I have enjoyed the pleasure of driving one that a friend of mine has owned	h2 and the h3
735	HUMMER	It looks like a hummer		None that I know of
37	Chrysler	Hummer is a division of Chrysler	I'm smart?	300, Sebring, Town and Country Crossfire, PT Cruiser
'38	hammer	because it is similar to hammer models	nothing	i don't know
740	hummer	that their product	na	clothes
743	hummer	it looks exactly like a hummer, without the chrome.	the picture	other sizes of hummers
44	hummer	The vehicles looks	vehicles shape	Don't know
46	Hummer	It looks like Hummer	nothing	Dont know
47	Hummer	Because the truck looks like a Hummer	Nothing	Unsure
'48	Hummer	That's what the vehicle is - if there's a "company name" beyond that, I don't know what it is.		H2 and H3
53	Hummer	Body Style is similiar	nothing.	I don't know.
54	hummer	it looks like a H2	nothing else	just cars
57	Hummer	That is what it looks like	nothing - just the looks	no idea
65	Hummer	It has many of the features of the Hummer line	nothing	Since the Hummer line is a General Motors line, I could say that GM makes other lines of car and trucks.
66	Hummer	That what the vehicle looks like to me.	The construction of the vehicle,	none that I am aware of
71	Hummer	It's the brand name	they are very well-known	GMC I believe they are associated with
73	hummer	that is what was displayed and I can't think of any other name for the company	I think that is the right answer	nothing else that I can think of
76	Hummer	That is the name of the vehicle	I think it is made by JEEP	Jeep, Chrysler, Buick
77	hummer	it looks like a hummer	nothing	dont know
79	hummer	It looks like a hummer.	nothing.	I do not know.
80	hummer	Shape and layout	style	no idea
83	GMAC	It looks like a Hummer and I figured GMAC made them.	GMAC if a big with cars.	Just cars
84	hummer	It looks like a Hummer	no other reason	l do not know
87	Hummer	It looks like a hummer automobile because it looks	Large tires square shape	Other models of the vehicle

	Table 3					
		Verbatim Responses of all Co	nfused Test Condition Partic	ipants		
Dann	Who Sourced,		Address of the second of the s			
Resp	Sponsored, or is Affiliated?	M.C	What else, if anything,	140.404.		
ID	is Affiliated?	Why do you say that?	makes you say that?	What Other Products?		
		very large and can handle very harsh land conditions.				
7.88			I know a hummer, because			
	Hummer	Because it looks just like a	they are a very distinct	Don't know		
		military hummer	designe			
791	Hummer	It looks like the known style	It just looks like the	not sure		
		for that company.	companies style.			
794 795	hummer	it is a hummer	nothing	do not know		
796	Hummer hummer	GM lookers like a humvee	Hummer nothong	GM - Chevrolet, Pontiac		
797		We have a Hummer and that		noyhing		
(3)	GMC	is who put's it out	Nothing else	Don't know		
800		because the design of the car		- Company of the Comp		
	humana	makes me think that this is	ions to alcino at it aviable.	that's the only product that I know		
	hummer	the name of the car company	just looking at it quickly	that they put out		
		that puts the car out	PRE 14 1			
806	14	Because it looks as ugly and				
	Hummer	boxy as the hummers I've		l don't have a clue		
808		seen on the street that's what it looks like, either	the size, shape and body	- приняти приняти приняти на при		
000	hummer	that or Jeep	style	hummer2 and hummer2 I believe		
811		It looks like a Hummer, which		To the Principles and the Territor color of a principles and the color of the principles and the color of the		
- / -	General Motors	I think is made by GM.	Don't know.	Cars, trucks, vans, SUVs.		
314	hummer	b/c that's their name		don't know		
315	hummer	it looks like a Hummer.	thaat is the vehicle.	accessories for the hummer		
318	AM General	Humvee	Looks like a Hummer H1	Military equipment		
822	hummer	Becase thats what it is	nothing else	hummer h2, h3		
323	Hummer	Because it resembles the H1		H1 H2 H3		
326	hummer	it is a hummer	па	dont know		
827	General Motors	Because they are the maker of the Hummer	I recognize the vehicle	Buick, Pontiac, GMC, Chevrolet, Saturn, Cadillac		
828		I know that it is a hummer,	and the second s			
· ·	gm	and I thought that gm made	just what I thought	pontiac, chevrolet, gmc,		
	,	them.	•	oldsmobile, cadillac, and buick		
830		It resembles, looks exactly	Nothing else really, they just			
	Hummer	like the old hummers and the	look exactly alike.	Don't know.		
	, , , , , , , , , , , , , , , , , , ,	ones the use in the military.				
331	GM	I think they are the paretn	na	H1 and H3 of the hummer lines		
333	to FF page 1 PM 1 Child Child Child Child a page county and the child Ch	corp of Hummer  Because that vehicle looks				
<b></b>		like a hummer to me so I		the h2, h3, hummer. Different		
	Hummer	thought that was the	nothing	suvs at are hummer oriented		
		company.				
335	ر به در	It looks like vehicles that I				
	Hummer	have seen before, which are	Nothing.	H, H2, H3		
	and the state of t	produced by this company.		re acrost sominore monorm agreement resear — mels reconstructive en et sellet stylen accessé e se est som als elles s		
337	h	looks kind of like a hummer	We have many	and and trivales		
	hummer brand	but somewhat like a land	it's boxyness	cars and trucks		
838	the same the same to be supplied as the same of the sa	rover  Because it appears to be a	I though I knew what a			
JJ0	Hummer	Hummer	Hummer looks like	Hummer H1, H2 and H3 I believ		
341	hummer	Looks similar to there vehicles	Nothing	Not sure		
342		It looks like a Hummer and I				
	Chevy	think Chevy makes Hummers	nothing	dont know		
347	Hummer	It looks exactly like a	It just looks like a Hummer	I think they also put out Cadillac		
		Hummer.	to me.			
348	Hummer	The body style and look	14 hand 16 and 17 and 1	H1, H2, H3		
351	Hummer	It looks like a Hummer SUV	It has the same military	Don't know		
252		because i know what the	vehicle looking style			
352	hummer	older ones looked like, and		i believe thats it		
		that was it. The only thing i	'			

Resp Sponsored, or ID is Affiliated?  ### Affiliated.  ##	<del></del>		Verbatim Responses of all Co	t <b>ble 3</b> nfused Test Condition Parti	cipants
am not sure is if hummer is the name of the model, or if it is the make	•				
the name of the model, or if it is the make. Jam not sure.    Same the make. Jam not sure.	D	is Affiliated?		makes you say that?	What Other Products?
SW - Hummer   Question   Nothing   Other vehicles			the name of the model, or if it is the makei am not sure.		
burmer   It looks like a hummer   Na	~~~~~~~~~~		question	nothing	
Hummer   Looks like a hummer   Na					
Because of the vehicle design   Its a one of kind vehicle   dont know					
Hummer					
hummer it looks like a hummer trucks hummer seen it before hummer to hummer to looks like an army type hummer it looks like a hummer to me grin hummer it looks like a hummer to me grin hummer it looks like a hummer to me grin hummer it looks like a hummer to me grin hummer it looks like a hummer but did. Looks like that type of vehicle Looks like that type of vehicle hummer is veseen on the road so it hought it might be their latest model hummer is veseen on the road so it hought it might be their latest model hummer is veseen on the road so it hought it might be their latest model hummer whow as he hummer is looks like a hummer whom a vehicle that is commonly known as the Hummer Recause that is what it looks like a hummer is because it looks like a hummer hummer. Hought hummer hummer hummer heads it looks like a hummer hummer hummer hummer. Hought hummer heads it looks like a hummer humme				Its a one of kind vehicle	dont know
Hummer   Seen il before   Hummer   It looks like an army type   Hummer   It looks like a hummer to me   mothing mothing flat i know of   mothing				the control of the state of the	?
Hummer It looks like an army type Hummer It looks like an army type Hummer It looks like a hummer to me nothing mothing mothing that i know of gm is the parent company for the hummer vehicles, and it looks like a hummer to the looks like a hummer to looks like the hummer to looks like the hummer she some on the road so it hought it might be their latest model in recognize the body shape of a vehicle that is commonly known as the Hummer looks like a hummer looks like looks like a hummer looks like a hummer looks like looks like a hummer looks like looks like a hummer looks like looks like looks like a hummer looks like					
Hummer Hummer I recognize the vehicle N/A None  The String of hummer I recognize the vehicle of the bummer vehicles, and it looks like a hummer to me on thing nothing that I know of GM HUMMER HI tooks like a hummer, but old.  Looks like that type of vehicle hummer, but old.  Looks like that type of vehicle hummer, but old.  Looks like that type of vehicle hummer we seen on the road so it hought it might be their latest model hummer a vehicle that is commonly known as the Hummer are lit looks like it.  Hummer Because that is what it looks like a hummer.  Because that swhat it looks like a hummer.  Hummer Because it looks like a hummer.  Because it looks like a hummer.  Hummer because it looks like a hummer.  Hummer hummer.  Hummer because it looks like a hummer.  Hummer hu		nummer			<u> 11                                  </u>
gm hummer It looks like a hummer to me gm is the parent company for the hummer vehicles, and it looks like a hummer, but old.			Hummer	روز ، خوا سال ما در الموادات فی مراد از این در الموادات این با الموادات الموادات الموادات الموادات الموادات ال	
GM HUMMER gm is the parent company for the hummer vehicles, and it looks like a hummer. Looks like that type of vehicle shad in the shape don't know to shummer. Looks like that type of vehicle that is commonly known as the Hummer and thought it might be their latest model in recognize the body shape of a vehicle that is commonly known as the Hummer are lit looks like it. It looks like a hummer. Who was the Hummer and the shape are little to so it thought it might be their latest model in recognize the body shape of a vehicle that is commonly known as the Hummer are little to the shape are little to					
GM HUMMER the hummer vehicles, and it looks like a hummer hummer. Hummer hummer hummer that some point hummer because it looks like a hummer h		gm hummer		nothing	nothing that i know of
hummer Looks like that type of vehicle N/A don't know don't know it looks somewhat like the hummer so it hought it attest model i recognize the body shape of a vehicle that is commonly known as the Hummer Because that is what it looks like a hummer it looks like it. It looks like a hummer it looks like it. It looks like a hummer it looks like a hummer it looks like a hummer. The style is very distinctive to a hummer. No citue.  Hummer Because it looks like a hummer it looks like a hummer. The style is very distinctive to a hummer. No citue. Hummer hummer. No citue. Some point. Hummer hummer. Pont know Other hummers.?  Hummer hummer hummer hummer hummer hummer hummer. No citue. Some point. Hummer hummer hummer hummer hummer. No citue. Some point. Hummer hummer. No citue. Some point. Hummer	379	GM HUMMER	the hummer vehicles, and it	nothing else	Automotive, Truck, Appliances, Gmac,
hummer hummer serve seen on the road so it hought it might be their hatest model it recognize the body shape of a vehicle that is commonly known as the Hummer Because that is what it looks like a hummer Because that is what it looks like a hummer Because that is what it looks like a hummer Because it looks like a hummer H1, which is quite possibly the coolest car ever.  HUMMER Which is quite possibly the coolest car ever before.  Because the vehicle is a Military vehicles and I hummer Because the vehicle is a Military Vehicle that bears a strong resemblance to a Hum V.  Because the vehicle is a Military Vehicle that bears a strong resemblance to a Hum V.  Because the vehicle that bears a strong resemblance to a Hum V.  Because the vehicle from the Hummer Because the vehicle from the Hummer Because Hummer B	381	hummer		N/A	don't know
hummer hummer size seen on the road so it hought it might be their hatest model it recognize the body shape of a vehicle that is commonly known as the Hummer Because that is what it looks like a hummer USA government  Hummer Because that is what it looks like a hummer USA government  Hummer It looks like it. It looks like a hummer USA government  Hummer Because that is what it looks like a hummer It looks like a hummer. The style is very distinctive to a hummer. No clue.  GM It looks like a Hummer its a hummer No clue.  Hummer Because it looks like a hummer is a hummer. No clue.  Hummer Because it looks like a hummer No clue. GMC puts out cars, trucks a SUV's, H2 and H3  Hummer Thats what I have been told at some point. Dont know Other hummers?  Hummer Because it so kike a hummer H1, which is quite possibly the coolest car ever. Donting dont know what an H1 looks like hummer and lice and H1 looks like hummer hummers and lice and lice what an H1 looks like hummer hummer seen hummers before.  Because the vehicle is a Military Vehicle that bears a strong resemblance to a Hum V.  General motors hummer with shop around buick chevy caddy olds pon hummer own company It's shape and design looks sirilar to vehicles from the HUMMER Recompany  Hummer H2 Hummer H2 Hummer and like a Hummer with looks like a Hummer and like a Hummer with looks like a Hummer and like a Hummer H2 Hummer Looks like a Hummer Looks like				the shape	trong and described and representations of the Parket of the Commission of the Commi
Hummer a vehicle that is commonly known as the Hummer Because that is what it looks like a hummer I looks like it. It looks like a hummer I loon't know both to a hummer. It looks like a hummer looks like a hummer. It looks like a hummer. It looks like a hummer looks like a hummer. It looks like a hummer looks like a hummer. It looks like a hummer looks like looks like a hummer. It looks like a hummer looks like a hummer looks like looks like a hummer looks like looks like a hummer looks like a humm	887	hummer	it looks somewhat like the huumers i've seen on the road so i thought it might be their	nothing- just looks like a	gm's- hummer radios, flashlights special tires or wheels
hummer like lis big don't know like it looks like it lt looks like a hummer lt don't know pontiac, chevy, buick, oldsmoi to a hummer. Pressure it seems distinctive to a hummer. No clue.  Hummer because it looks like a hummer ltis a hummer ltis a hummer ltis a hummer. No clue.  Hummer because it looks like a hummer ltis and l have seen hummers ltis a hummer ltis and l have seen hummers ltis a hummer ltis and l have seen hummers ltis a hummer ltis and l have seen hummers ltis and l have seen hummer ltis l looked like like and l l like and l l look like and l like and l like and l like and l l l l look like and l l like and l l l l l l l l l l l l l l l l l l l	389	Hummer	i recognize the body shape of a vehicle that is commonly	don't know	
GM It looks like a Hummer to a hummer.  Hummer Because it looks like a hummer its a hummer No clue.  Hummer because it looks like a hummer SUV's, H2 and H3  Hummer Because it looks like a hummer SUV's, H2 and H3  Hummer Because it looks like a hummer nohting dont know Other hummers?  Hummer Because its a Hummer H1, which is quite possibly the coolest car ever.  It's a Hummer H1 nothing H2 and H3  It looked like military vehicles and I have seen hummers before.  Because the vehicle is a Military Vehicle that bears a strong resemblance to a Hum V.  Because the vehicle is a Military Vehicle that bears a strong resemblance to a Hum V.  General motors hummer wown company to looks like a Hummer and thooks like a Hummer with a long tail end like a Hummer.  Hummer H2 Hummer H2 Hummer H2 Hummer H2  Hummer Whummer Weblices from the HUMMER similar to vehicles from the HUMMER with a long tail end like a Hummer.  Hummer H2 Hummer H2 Hummer and Hummer with a long tail end like a Hummer I Hu	890	Hummer		its big	don't know
Hummer Because it looks like a hummer. its a hummer No clue.  Hummer because it looks like a hummer SUV's, H2 and H3  Hummer because it looks like a hummer SUV's, H2 and H3  Hummer because it looks like a hummer Other hummers?  Hummer because it looks like a hummer oder hummer on ohting dont know Other hummers?  Hummer because it looks like a nohting dont know of the hummer occessorie coolest car ever.  HUMMER which is quite possibly the coolest car ever.  Hummer li's a Hummer H1 nothing H2 and H3  It looked like military vehicles and I have seen hummers before.  Because the vehicle is a Military Vehicle that bears a strong resemblance to a Hum V.  Because the vehicle that bears a strong resemblance to a Hum V.  General motors hummer own company that is who make it no their own company  Hummer li's shape and design looks similar to vehicles from the HUMMER company  It looks like a Hummer but with a long tail end like a Hummer  It looks like a Hummer but with a long tail end like a Hummer H2 Hummer and like a Hummer  I tooks like a Hummer but with a long tail end like a Hummer H2 Hummer and Hummer and Hummer II then't know.	399	hummer	It looks like it.	It looks like a hummer	I don't know
Hummer hummer.  Hummer because it looks like a hummer SUV's, H2 and H3  Hummer because it looks like a hummer SUV's, H2 and H3  Hummer because it looks like a hummer SUV's, H2 and H3  DOnt know Other hummers?  Hummer because it looks like a nohting dont know hummer  Hummer because it looks like a nohting dont know what an H1 looks like H2, H3, Hummer accessorie coolest car ever.  Hummer lit's a Hummer H1 nothing H2 and H3  It looked like military vehicles and I have seen hummers before.  Because the vehicle is a Military Vehicle that bears a strong resemblance to a Hum V.  General motors that is who make it no their own company  Hummer since it is who make it no their own company  Hummer lit's shape and design looks similar to vehicles from the HUMMER company  It looks like a Hummer but with a long tail end like a Hummer  Ithe front veiw it looks just H1 Hummer H2 Hummer and Hummer  I hummer like a Hummer Land Hummer  Hummer H2 Hummer Land Hummer and Hummer Land Hummer  Land H3  Dont know Other hummers?  I have an H2 and know what an H1 looks like H2, H3, Hummer accessorie what an H1 looks like a Hummer III looks lik	902	GM	It looks like a Hummer.		pontiac,chevy,buick,oldsmobile
Hummer hummer SUV's, H2 and H3  Hummer because it looks like a hummer H1, which is quite possibly the coolest car ever.  Hummer Because its a Hummer H1, which is quite possibly the coolest car ever.  It is a Hummer H1 nothing H2 and H3  It looked like military vehicles and I have seen hummers before.  Because the vehicle is a Military Vehicle that bears a strong resemblance to a Hum V.  General motors hummer hat is who make it no their own company  It's shape and design looks similar to vehicles from the HUMMER similar to vehicles from the HUMMER company  Hummer It looks like a Hummer but with a long tail end looks like a Hummer  Possible Aummer It is shape and design looks similar to vehicles from the HUMMER company  It looks like a Hummer but with a long tail end looks like a Hummer is like a Hummer I looks just light through	904	Hummer		its a hummer	No clue.
hummer some point.    DONK know   Coner nummers?	910	Hummer			GMC puts out cars, trucks and SUV's, H2 and H3
hummer because it looks like a hummer nohting dont know  Because its a Hummer H1, thave an H2 and know what an H1 looks like coolest car ever.  HUMMER which is quite possibly the coolest car ever.  It looked like military vehicles and I have seen hummers Nothing tanks, passangers cars, etc before.  Because the vehicle is a Military Vehicle that bears a strong resemblance to a Hum V.  Because the vehicle is a Military Vehicle that bears a strong resemblance to a Hum V.  General motors that is who make it no their own company  HUMMER similar to vehicles from the HUMMER company  Hummer to looks like a Hummer but with a long tail end like a Hummer  I took't know.	13	Hummer		DOnt know	Other hummers, .?
HUMMER which is quite possibly the coolest car ever.  Hummer It's a Hummer H1 nothing H2 and H3  It looked like military vehicles and I have seen hummers before.  Because the vehicle is a Military Vehicle that bears a strong resemblance to a Hum V.  General motors hummer own company  HUMMER similar to vehicles from the HUMMER company  Hummer H2  Hummer H2  Hummer H2  Solid, rectangular look  Hummer With a long tail end like a Hummer H2 Hummer H2 Hummer are with a long tail end like a Hummer   Hummer H2	17	hummer	because it looks like a	nohting	dont know
Hummer It's a Hummer H1 nothing H2 and H3  It looked like military vehicles and I have seen hummers before.  Because the vehicle is a Military Vehicle that bears a strong resemblance to a Hum V.  General motors hummer own company that is who make it no their own company thummer own company  HUMMER similar to vehicles from the HUMMER company  It's shape and design looks HUMMER company  It looks like a Hummer but with a long tail end like a Hummer H2 Hummer H2 Hummer H2 Hummer  It looks like a Hummer H1 nothing hummer H2 Hummer H2 Hummer H2  It looks like a Hummer H2 Hummer H2 Hummer H2  It looks like a Hummer H2 Hummer H2 Hummer H2 Hummer H2  I've seen Hummers, and your	19	HUMMER	which is quite possibly the		H2, H3, Hummer accessories
Hummer Blooked like military vehicles and I have seen hummers before.  Because the vehicle is a Military Vehicle that bears a strong resemblance to a Hum V.  Because the vehicle is a Military Vehicle that bears a strong resemblance to a Hum V.  Because the vehicle is a Military Vehicle that bears a strong resemblance to a Hum V.  Because the vehicle is a Military Vehicle that bears a strong resemblance to a Hum V.  Because the vehicle is a Military Vehicle that bears a strong resemblance to a Hum V.  Because the vehicle is a Military Vehicle is a Military Vehicle is a Hummer but own company V.  Because the vehicle is a Military Vehicle is a Military Vehicle is a Hummer but own company V.  Because the vehicle is a Military Vehicle is a Military Vehicle is a Hummer but own company V.  Because the vehicle is a Military Vehicle is a Military Vehicle is a Military Vehicle is a Hummer H2 Solid, rectangular look Vehicles for the Military Vehicles for the Military Vehicle is a Milita	20	Hummer		nothing	H2 and H3
HUMMER Because the vehicle is a Military Vehicle that bears a strong resemblance to a Hum V.  general motors that is who make it no their own company  It's shape and design looks HUMMER similar to vehicles from the HUMMER company  It looks like a Hummer but the front veiw it looks just Hummer H2 Hummer are with a long tail end like a Hummer Hammer  Hummer It don't know		Hummer	and I have seen hummers	Nothing.	tanks, passangers cars, etc.
general motors that is who make it no their hummer own company  It's shape and design looks HUMMER similar to vehicles from the HUMMER company  It looks like a Hummer but the front verw it looks just Hummer H2 Hummer and with a long tail end like a Hummer Hammer  It looks like a Hummer H2 Hummer and Hummer H2 Hummer and Hummer H30  Hummer I've seen Hummers, and your I don't know	22	HUMMER	Because the vehicle is a Military Vehicle that bears a strong resemblance to a Hum		Hummer H2
HUMMER similar to vehicles from the Hummer H2 Hummer and with a long tail end Hummer H2 Hummer H2 Hummer H2 Hummer H2 Hummer H30 Hummer H2 Hummer H30 Humm	924		that is who make it no their own company	shop around	buick chevy caddy olds pont
Hummer Ht looks like a Hummer but The front verw it looks just H1 Hummer H2 Hummer are with a long tail end like a Hummer Hummer Hummer    Hummer   Hongrer   Hongrer	25		It's shape and design looks similar to vehicles from the	Solid, rectangular look	Vehicles for the Military
30 Hummer I've seen Hummers, and your I don't know	29	Hummer	It looks like a Hummer but with a long tail end	•	H1 Hummer H2 Hummer and H Hummer
pictures look like a Hummer.	30	Hummer			

	Table 3  Verbatim Responses of all Confused Test Condition Participants					
	Who Sourced,					
Resp	Sponsored, or	p.	What else, if anything,			
ID	is Affiliated?	Why do you say that?	makes you say that?	What Other Products?		
	JO THAILLIOG .	like a Hummer	makes you day wate.	That Other Froducts:		
935		It looks like the same basic				
900	Hummer			No idea		
000		design				
936	chevelot	i believe that is the company	chevelot has the hummer	automobiles is the only thing that		
		that makes the hummer	now	know of		
940	hummer	because it is a hummer	nothing	nothing		
943	hummer	because it's a hummer	self-evident	hummers .		
944	hummer	looks like a hommer stripped down	none	gm		
945		I'm pretty sure that GM puts				
	GM	out the Hummer, I'm pretty good with cars	I see a Hummer everyday	in assoc with Dodge		
947		It is similar in construction to	د دينيده سده ده دهيد دهيد بيسيدها هيد. الميدانسينية بيد الدينية الميدانية الميدانية الميدانية الميدانية	right remediate a silicologic que que que que su propuent de la company de la company de la company de la comp		
• . ,	Hummer	the Hummer brand vehicles	nothing	Large SUV's		
948		Because Hummer's vehicles	and the control of the production of a local control of the contro	90°°° A que men reper l'angue ann « 1991 engre rep <sub>res</sub> ultant des déclarations fauts des manières que s'annueur de la comme del la comme de la comme del la comme de la comme del la comme de la comme de la comme de la comme del la comme		
- · <del>-</del>		are very unique. I am also in				
		the military and recognize the	I also remember when they	I do believe that they make the		
	Hummer	civilian version. I believe it is	first came out that Arnold	H2, which is the new full size and		
		called the H1 if I am not	Schwarzenegger drove one.	the H3, which is smaller.		
		mistaken.				
951		because it looks like a		e etnimentarialità molecialmente nel persona i successi en en entre di magnificialmente mentendi en entrepue, que me		
	hummer	hummer		h2 and h3		
956	hummer	it looks like a hummer	nothing '	don't know		
959	hummer	that is name of vehicle	па	dont know		
960	hummer	the shape and look		not sure		
961	Hummer	tooks like a Hummer	appearance	don't know		
964	hummer	gm		попе		
975	hummer	looks like a hummer	saw ads for hummer	dont know		
976	hummer	I believe that is the brand of vehicle that this is	no response	no response		
978	hummer	it looks like a hummer	nothing	other models of hummer		
980		At Landau Mana at Language and and	The second secon	GM has a large line of vehicles		
	GM Hummer	It looks like a Hummber and Iknow that GM owns Hummer	Nothing	believe Hummer only puts out thi type of vehicle		
981	Hummer	It looks like a Hummer	na	Čars		
989	hummer	it looks like a hummer to me	the size and shape	i dont know		
995	hummer	that's what it looks like??????	na	hm2		
1010	11031111161	Because the car looks like a	114	DITE.		
	Hummer	hummer.	Nothing	I don't know		
1011	hummer	i drove hum vees in the army	i know this vechile	none		
1017	Hummer	its a humm vee truck	thats it	trucks		
1021	gm	hummer is produced by gn		corvette, camaro		
1022	GM	Cuz I know what a hummer is		cars and trucks		
1026	Hummer	Because i recognize the vehicle	Because the hummer is a unique body style	? dont know		
1033	Hummer	Because it Hummer's have a distinct look to them.	The second responsibilities and the second of the second o	nothing to my knowledge		
1036	Hummer	Because that's who makes the vehicle	and the second s	H1 H2 and H3		
1038	Hoomer	That's what I know	nothing else	dont know		
1042	Hummer	It looks like a Humvee	en de la companya de	I don't know of any other than several models of the Humvee		
4040		Canada Materia and an the	, , , , , , , , , , , , , , , , , , ,			
1046	CM	General Motors makes the		General Motors puts out other brands of car including Chevrole		
	GM	Hummer and that looked like	*			
		a Hummer to me.	-	Cadillac, and GMC.		
			I have seen vehicles closely			
1050		It resembles their particular	resembling the one pictured	they also manufacture many oth-		
1050	Hummer	style in vehicles	and it was manufactured by	makes and models of vehicles		
1050 1051	Hummer		and it was manufactured by hummer they make these for the	makes and models of vehicles		

	$\tilde{\mathbf{u}}$		able 3	
		Verbatim Responses of all Co	nfused Test Condition Partic	cipants
_	Who Sourced,			•
Resp			What else, if anything,	
ID	is Affiliated?	Why do you say that?	makes you say that?	What Other Products?
1052	Hummer	Because It looks like one	Nothing	I dont know
1054	gm	Hummer is a product sold at	Seen it	Taraka Can
	giri	Chevrolet dealers	Seen k	Trucks, Cars
1060	hummer	it looks like a hummer		hummer h2, h3
1063	gmc	HUMMER vehicle		vehicles
1064	GM	It is their product "hummer"	know cars	Pontiac
1069	Chrysler/Hummer	It's a Hummer.		Viper
1070	Hummer	It looks like a hummer	ft's very square	military vehicles
1074	hummer	its a humvee	looks like one	no idea
1083	hummer	it looks like one of their	over sized vehicles, off-road	other larger vehicles
	nammer	vehicles	& a gas gusler	ouler larger vehicles
1087	hummer	looks like a hummer	nothing .	nothing
1088	0	Because it's a Hummer		
	Hummer	trucknot sure if another company bought the line	Nothing else.	Trucks only.
1000		though! think so.		
1090	gm	believe that Hummer is a		cheverolet, gmc, buick, pontiac,
4605	~ · · ·	division of general motors		saturn, saab, cadilac vehicles
1095		Not sure if Hummer is a		•
	hummer	company or a type of vehicle, but that's what I would call a	It's shape.	not sure
1098		vehicle that looks like that.	The hood, vehicle sides and	
1090			rear end are very similar to	
		It looks like a HMMWV	the HMMWV. The	Military vehicles, i.e., line haul
	AM General	(military Hummer) that's been	suspension and tires are	tractors, large trucks, engines ar
	· ·	modified	not. The rear of the body	accessories
			has been changed.	
1100	Hummer	Because it looks like a	I do not know.	cars
~~~	P.1.	Hummer.	2.57.5	
222	Hummer	That their name	N/A	N/A
255	gm	na	its a hummer	na
363	hummer	i don't know		military truck
384	government	hummers were used in the military first	nothing	don't know
439	the Army	Looks like a tank of some sort, not really sure	it is big and looks somewhat like a tank or hummer	I don't know for sure
459	United staes	It looks like a hummer they	Ive seen Milatary personal	
	army	use	use them and they are on	i dont know
	-		every base ive been to	
179	the company who makes hummers	l don't know	er wil 1801 Will Will Will Will Will Will Will Wil	Exotic vehicles
559	no idea, the			
	company that	because the military was the	n a thing.	an also
	makes the	main user of the vehicle until	nothing	no clue
	hummer for the	they became commercialized		
521	military Who ever made	No company and as		- Company of the Comp
DZ 1	the Hummer	No company could get away	nothing	?
	the Hummer brand.	with stealing a idea for a entire car.	nothing	,
539	general motors	i think that gm makes hummer	nothing else	not sure
355			nothing	different vehicles
66 66	hummer	think they own brand i believe a hummer is based	i have seen these on the t.v.	Amelen femers
JQ0	the military	on military vehicles	frave seen these on the t.v.  from footage of the war	i do not know
344	hummer	?	n/a	hum you h? & h?
752	hummer	very similar in apperance,	IV	hum vee, h2, & h3.
r uz	Hummer	military like		not sure
915	hummer or jeep	looks familiar		similiar vehicles
999	numer of Jeep	looks like a hummer but I	The second secon	SHINIST ACTIONS
33	hummer	think made by another car		Frd I think so many other models
	77417417404	. amin made by andiner var		i amic so many outer intoders

103. Table 4 below provides the verbatim responses of control condition respondents who were confused as to source, sponsorship, or business affiliation (all responses are unedited for spelling, punctuation, or grammar).

	Table 4						
	Verbatim Responses of all Confused Control Condition Participants						
Resp ID	Who Sourced, Sponsored, or is Affiliated?	Why do you say that?	What else, if anything, makes you say that?	What Other Products?			
2	hummer	Its just looks similar, so I thought it maybe was a different version	Just the shape and the way its made	Hummers, and little hummers			
11	Hummer	It has the edgy design that reminds me of a Hummer	Just that it looked substantial as far as the body is concerned.	Other Hummer trucks suvs like the H2 & such.			
14	Hummer	It looks like something Hummer would produce.	and and comment with residual angular consideration and the contract of the co	SUV's			
53	Hummer	It looks sturdy just like a Hummer	nothing	none I know of			
54	hummer	because it looks like a hummer in a way	it just reminds me of a hummer	not sure			
70	hummer	looks like an h3	big tires	don't know			
84	hummer	looks kinda like a hummer	none	hummer			
86	hummer	The vehicle looks angular with high ground clearance	Workmanship is a bit simple	H1, H2, H3			
88	hummer	ugly		h2			
92	Hummer	Hoping it was a new Hummer SUV	Love the SUV and it looks well, sturdy made with lots of rubber and great strong metal and Hummer makes SUV's that I place in that category	I don't think anything, but I am not sure. I know its not called Hummer and its put out by one of the auto companies—saw it the other day—not sure which			
96	hummer	looks like one	nothing	hummer			
100	Hummer	the front end looks like a hummer and the wheels look like the hummer product.		H2, H3			
103	hummer	looks like it quite a bit better though.	na	h2, h3, jeep, etc			
107	hummer	it looks like a hummer	the design of the vehicle	vehicles			
119	GM	Kind of looks like a Hummer in a new look but I guess it could be foreign.	nothing	Hummer, Camaro, Monte Cario, Impala, Tahoe, 1500 series pickups and up, and the list goes on.			
126	Hummer	It looks like a new hummer	Nothing	Hummers			
149	GMC	Looks like a Hummer	nothing	Hummer, Pontiac, GMC, Buick			
154	hummer	It's huge		H2			
169	Hummer	It looks like a Hummer	Nothing	Just vehicles to my knowledge			
200	HUMMER	LOOKS LIKE ONE	THATSIT	DONT KNOW			
209	Hummer	It looks like the products that Hummer produces.	The big wheels! I love those	H2, Hummer			
239	hummer	it looks cool, looks expensive, smooth curves and probably looks like it uses alot of gas		H1, H2			
242	hummer	it looks like an ugly hummer	its white	ugly vehicles			
244	hummer	It looks a lot like one.	It has that kind of style.	I think it's just the hummer.			

		Andre Deserve of the Co.	and American American	
		rbatim Responses of all Confu	sed Control Condition Particip	ants
Resp	Who Sourced, Sponsored, or is		What else, if anything,	140-4 04-4 0-4
D	Affiliated?	Why do you say that?	makes you say that?	What Other Products?
252	Hummer	It just looks like their product.	Nothing.	Do not know.
267	Hummer	It looks like a smaller version.	The design.	Mostly vehicles
269	hummer	style of car	grill and design of car	hummer trucks
277	hummer	it has that hummerish look or maybee jeep?	the tires, body design	h1, h2, h3
293	hummer	It reminds me of one I saw	Because it is box-like	I don't know if there any
304	Hummer	From the side, only, it has the look of a Hummer. It seems wide and high.	It has the off road look of a hummer or jeep	Large, off road vehicles.
330	Hummer	looks in away simalar to a hum v.	The clearence off ground Body design.	Don't know.
343	Hummer	It looks like a slightly smaller version of a Humvee.		Hummer I & II & III
361	GM	Looks similar to a H-3 Hummer To me.	It Looks Classey.	GMC trucks, Saturns, Cheverolet, Hummers.
364	Hummer	It's ugly, it's huge, and it looks like it has a lot of off road capabilities	n/a	ugly, huge, gas guzzling SUV that help boost male egos
368	hummer	It looks like hummer h2 modified		orvis
380	hummer	looks similar to one	na	trucks / suv
381	Hummer	Looks like the kind of vehicle Hummer puts out	Looks like a hummer	None
386	Hummer	It looks a lot like the Hummer's	Hummer's are very large, this looks like a smaller version.	Not sure
390	hummer	cause it looks like a fricken hummer	nothing else	have no idea
101	Hummer	They make many off-road vehicles, as this appears to be	the shape of the vehicle	H1, H2, H3
403	chevrolet	looks like a hummer	nothing	hummer,silverado,impala
413	Hummer (GMC)	It looks similar to the H3	Nothing	A variety of different autos ar trucks.
426	hummer	looks like a hum v or something that is military speced	the aerodynamics	vehicles
134	jeep hummer	the vehicles appearance is similar to jeep but looks like a hummer too.	the front headlights	jeeps, various cars and truck and off road vehicles for military
<b>1</b> 35	jeep	it looks like either a jeep or a hummmer	the bulky shape	i cant remember
149	hummer	it looks like a variation of one.	nothing	giant trucks
161	hummer	looks similar to hummer	nothing	NA .
172	hummer	it look like a hummer	nothing	i dont kow
<b>4</b> 92	Hummer	It looks like a product they would put on the market. They are know for large scale vehicles which is what it appeared to be in the picture.	I don't think anything else makes me say that. My observation is mostly based on picture observation.	H3 and H2
194	hummer	because it looks like a hummer	nothing	i don't know
523	GM	Looks like a Hummer baby brother	the general lines and outline, the cut of the doors and hood	HUWVEE HM2, Chevrolet trucks and cars, Pontac, Cadillac, Buick Saturn, Oldasmobile
526	GM	It looks similar to the Hummer	попе	all types of trucks and cars
530	Hummer	It has the same look as the Hummer	Nothing else	Hummer car brand
556	Hummer	The lines look like those of the Hummer series of SUV's	The high suspension. It looks higher than most SUV's.	As far as I know only SUV's They have 3 models that I know of other than the actua military vehicle that they produce.

	Table 4           Verbatim Responses of all Confused Control Condition Participants							
	Who Sourced.	Todam Responses of all Collic	ased Control Condition Fairticip	Dants				
Resp ID	Sponsored, or is  Affiliated? Why do you say that?		What else, if anything, makes you say that?	What Other Products?				
560	hummer sucks		too expensive, stupid					
	nummer sucks	because they do	commercials and careless	no comment				
564	hummer	It looks like similar hummer products	nothing	h1, h2, h3				
565	hummer	it looks kinda like a hummer	nothing	hummer trucks				
566	Hummer	It has that masculine, rugged look	tt's unique looking	Humvee				
567	hummer	It has the shape of the previous models and stands out like the hummer designs	nothing	dont know				
587	Hummer	It looks like their style of vehicle		H2 and H3				
501	Hummer	kinda looks like a modified hum-v		vehicles _humm-v, h2 & h3				
507	general motors	reminds me of a hummer	style	hummer,?				
658	HUMMER	The aggressive look and lines of the SUV look like a HUMMER.	It looks like the designers at HUMMER were attempting to design an SUV with softer, more organic lines as compared to their current "boxy" tooking models.	I don't think they put out any other products				
661	hummer	it looks like a hummer hybrid of some sort	its hideously ugly and hummers are just that.	hummer 1 2 3				
667	hummer	it resembles many features of the hummer h2, just an updated verion or new model	don't know	don't know				
672	hummer	it looks like a hummer	nothing	other vehicles				
373	hummmer	looks similar to other models by them		suvs				
78	hummer	It looks like a mini hummer	rugged looking, wenchs in front and back	1 don't know				
83	Hummer	Because it looks like something they would put out.	n/a	The large scale Hummer and their new smaller scale Hummer.				
95	hummer	The size and the look	No	Hummer, H2 H3				
<del>9</del> 99	Hummer	The heaviness of the design led me to believe it was by Hummer	The shape and design seems to indicate it is by that company.	Larger 4 wheel drive vehicle				
731	GM Hummer	It looks like a Hummer vehicle	Body style	Trucks and cars				
'33	Hummer	From the front it looks like a Hummer, a more sportier version	Big tires	don't know of any.				
59	hummer	style of vehicle	4×4	h2/h3				
'86	Hummer	Looks like a sporty SUV	just the overall appearance and sleekness	Hummer1, Hummer2 and hummer3				
'93	hummer	it resembles one	shape	don't know				
98	Hummer	It looks like one	n/a	SUV's				
303	Hummer	It looks like a hummer	no other reason	H1, H2, H3				
312	hummer	look like one		SUV's				
45	hummer	looks like a hummer	nothing	dont know				
370	Hummer	It looks like a Hummer type vehicle	It's boxy	Military vehicles as well as civilian SUV's				

Resp ID 876	Who Sourced, Sponsored, or is	rbatim Responses of all Confu	sed Control Condition Particip	ants	
ID					
876	Affiliated?	Why do you say that?	What else, if anything, makes you say that?	What Other Products?	
	The shape of overall. But a Hummer markings on t	The shape of the body, overall. But also individual markings on the vehicle such as the shape of the doors.	I also believe that this vehicle may be made by Hummer because it is definitely a vehicle that is to be marketed for the offroad, yet it is designed to look good enough to appeal to those who have no intention of driving it offroad.	H1,H2, H3, H2 SUT.	
880	Hummer	that is what it reminds me of	don't know	don't know	
892	Hummer	It looks like a hummer.	***	Clothing, Apparel,	
893	hummer	loks like something they would do	style	other vehicles	
908	Hummer	It looks like the current Hummer models, only more futuristic, with rounder (though still blocky) edges	I imagine that Hummer would want to branch out and appeal to consumers who consider their current models too large, too harsh, and too deleterious to the environment	Hummers:	
911	Hummer	It looks like a off road version of a hummer.	The body style	I think the company also make cars	
912	HUMMER	because it looks like other models that brand has already put out	thats it	HUMMEr H2 H3 H1	
955	Hummer	uihin7yg kuvyku v	uy 76f 66ytf ktyvf 67f yt vyuf tf jyt ft tfkuyv	4 t34t 34t 34t 4g wreg34t erg 34t 34t 34t 3	
969	Hummer	The body of this vehicle looks like a small type of Hummer.	Hummers are very rugged and industrial looking.	I'm not sure	
970	Hummer	It reminds me of their styling.	The whole Look, sturdy, targe.	Car accessories	
986	Hummer	It looks like a Humvee	4-Wheel Drive and Wenchshape looks like a Hummer	Humvee, H2	
987	Hummer	It has the front end look and height of a Hummer product, only modernized design.	The overall look is one of intimidation, which to me, is a Hummer trademark. It has the ruggedness and style as well.	H2 series vehicles, military vehicles,	
990	hummer	It looks similar to a Hummer	Bulky, stocky car	not sure	
1003	hummer	it's large like a hummer	na	na	
1019	hummer	It looks oversized like a hummer	Its unusual design	tanks and suv	
1028	hummer	it looks like a newer version of a humvee	the front view	dont know	
1048	hummer	has the look of a futuristic hummer	the front end and windshield	cars	
1058	hummer	looks like a hummer	nothing	nothing	
1066	Hummer	Bc i looks like a diffrent version of it		SUV	
1067	Hummer/GM	Vehicle has the appearance of a Hummer/HumVee	nothing	Hummer, H2, H3, Military Vehicles	
1072	hummer	tooks like a hummer product to me	nothing	large suv, cars, auotmobiles trucks jeeps	
1078	hummer	it look like it a little	that all	<u>jeép</u>	
1085	hummer	Looks like a contemporary version of a smaller hummer	dont jnow	Hummer, H2, H3	
1099	Hummer	It looks similar to it.	It looks like a large vehicle capable of driving on many different terrains.	H2 & H3	
161	Jeep	It looks similar to a Hummer which branched out from the Jeep.		1 don't know	
		It resembles a Hummer	nothing	I do not know	

Table 4  Verbatim Responses of all Confused Control Condition Participants							
Resp 1D	Who Sourced, Sponsored, or is Affiliated?	Why do you say that?	What else, if anything, makes you say that?	What Other Products?			
495	its either Hummer or Jeep	because it looks more like an offroad capable vehicle which is what Jeep and Hummer specialize in		t am unclear of what this is asking.			
593	hummer	it looks like a knock off one	nothing	i dont know			
684	hummer	looks like a hummer		don't know			
710	Hummer	This looks similar to the H2 & H3 vehicles.	The ruggedness of the vehicle.	Other than the vehicles, I don't know of other products.			
736 .	hummer	it has the body style	nothing	idk			
934	hummer	looks like a version of hummer	nothing	thats it			
1023	us government, because it looks something like a hummer	It looks like a verhicle used in the army	I don't know, it tooks like something from the future	tanks, jeeps, etc			
155	maybe the hummer	just looks like a hummer like suv	nothing	who ever makes the hummer			
938	General Motors	It also could be a compact version of a hummer	There are no start up companies in the auto industry anymore	Hummer, Suvs, light duty trucks			

104. Tables 5, 6, and 7 below present the test condition response distributions for each question battery--source, authorization, and affiliation respectively.

Test Condition (n=550)

### Source Question Battery

- What company do you believe puts out this product?
- Why do you say that?
- What else, if anything, makes you say that?
- What other products does that company put out?

		RESPONSE DIS	TRIBUTION	•
		·	Undupli	cated
Response Category	Number	Percent	Number	Percent
A. Responded				
1. GM/Hummer	377	68.5		
2. Jeep	26	4.7		
3. Toyota	. 2	0.4		
4. GM/GMC/Chevy without	23	4.2		
reference to Hummer				
5. Ford	8	1.5	el .	
6. Honda	2	0.4		
7. Other Car Company	2	0.4		
(Nissan, Isuzu, etc.)				
<ol><li>Military/US Government</li></ol>	12	2.2		
9. Other	2	0.4		
O. Don't Know	0	0.0		
Subtotal	346	62.9		
B. Don't Know	92	16.7		
Total	550	100		<u>.</u>

# Test Condition (n=550)

#### Authorization Question Battery

- Do you believe the company that puts out this product:
  - A. ...did get authorization or sponsorship, that is permission, to make it.
  - B. ...did NOT get authorization or sponsorship, that is permission, to make it.
  - C. I don't know or I don't have any opinion.
- What company, firm, or organization do you believe gave permission?
- Why do you say that?
- What else, if anything, makes you say that?
- What other products are made by that company, firm, or organization that you believe gave authorization or permission?

		RESPONSE DIS	SE DISTRIBUTION		
*			Undupli	cated	
Response Category	Number	Percent	Number	Percent	
A. Responded			<del></del>		
1. GM/Hummer	69	12.5	13	2.4	
2. Jeep	6	1.1			
3. Toyota	0	0.0			
4. GM/GMC/Chevy without	19	3.5		n.	
reference to Hummer					
5. Ford	1	0.2			
6. Honda	0	0.0			
<ol><li>Other Car Company</li></ol>	7	1.3			
(Nissan, Isuzu, etc.)					
8. Military/US Government	70	12.7			
9. Other	6	1.1			
0. Don't Know	92	16.7	•		
Subtotal	270	49.1			
B. Did Not Get Authorization	25	4.5			
C. Don't Know	255	46.4			
Total	55 <b>0</b>	100			

Test Condition (n=550)

#### Affiliation Question Battery

- Do you believe the company that puts out this product:
  - A...does have a business affiliation with another company, firm, or organization.
  - B....does NOT have a business affiliation with another company, firm, or organization.
  - C. I don't know or I don't have any opinion.
- With what other company, firm, or organization do you believe they have a business affiliation?
- Why do you say that?
- What else, if anything, makes you say that?
- What other products are made by the company, firm, or organization you believe is affiliated with the one that puts out this product?

		RESPONSE	DISTRIBUTION	
			Undupli	.cated
Response Category	Number	Percent	Number	Percent
A. Responded				<del></del>
1. GM/Hummer	34	6.2	" 3	0.5
2. Jeep	1б	2.9		
3. Toyota	1	0.2		
4. GM/GMC/Chevy without reference	46	8.4		N-pm
to Hummer				
5. Ford	2	0.4		
6. Honda	. 0	0.0	,	
7. Other Car Company (Nissan,	5	0.9		
Isuzu, etc.)				
<ol><li>8. Military/US Government</li></ol>	21	3.8	-	
9. Other	22	4.0		•
0. Don't Know	57	10.4	_	
Subtotal	204	37.2		
B. Does Not Have A Business Affiliation	44	8.0		
C. Don't Know	302	54.9	<del>-</del>	
Total	550	100		· · · · · · · · · · · · · · · · · · ·

105. Tables 8, 9, and 10 below present the control condition response distributions for each question battery-source, authorization, and affiliation respectively.

#### Table 8

Control Condition (n=550)

#### Source Question Battery

- What company do you believe puts out this product?
- Why do you say that?
- What else, if anything, makes you say that?
- What other products does that company put out?

		RESPONSE DIS	TRIBUTION	
			Undupli	cated
Response Category	Number	Percent	Number	Percent
A. Responded				
<ol> <li>GM/Hummer</li> </ol>	105	19.1		
2. Jeep	80	14.5	•	
3. Toyota	71	12.9		
4. GM/GMC/Chevy without	14	2.5		
reference to Hummer				
5. Ford	12	2,2		
6. Honda	22	4.0		
<ol> <li>Other Car Company</li> </ol>	26	4.7		
(Nissan, Isuzu, etc.)				
<ol><li>Military/US Government</li></ol>	1	0.2		
9. Other	8	1.5	4	
0. Don't Know	7	1.3		
Subtotal	346	62.9		4
B. Don't Know	204	37.1		
Total	<b>5</b> 50	100	_	

## Control Condition (n=550)

#### Authorization Question Battery

- Do you believe the company that puts out this product:
  - A. ...did get authorization or sponsorship, that is permission, to make it.
  - B. ...did NOT get authorization or sponsorship, that is permission, to make it.
  - C. I don't know or I don't have any opinion.
- What company, firm, or organization do you believe gave permission?
- Why do you say that?
- What else, if anything, makes you say that?
- What other products are made by that company, firm, or organization that you believe gave authorization or permission?

		RESPONSE DIS	TRIBUTION	
			Undupli	cated
Response Category	Number	Percent	Number	Percent
A. Responded		· · · · · · · · · · · · · · · · · · ·		
1. GM/Hummer	27	4.9	9	1.6
2. Jeep	15	2.7		•
3. Toyota	22	4		
4. GM/GMC/Chevy without	1.1	2		
reference to Hummer				
5, Ford	5	0.9		
6. Honda	4	0.7		
7. Other Car Company	- 12	2.2		
(Nissan, Isuzu, etc.)				
<ol><li>8. Military/US Government</li></ol>	4	0.7		
9. Other	18	3.3		
0. Don't Know	117	21.3		
Subtotal	235	42.7		
. Did Not Get Authorization	40	7.2		
. Don't Know	275	50.0		
Total	550	100		

### Control Condition (n=550)

#### Affiliation Question Battery

- Do you believe the company that puts out this product:
  - A....does have a business affiliation with another company, firm, or organization.
  - B....does NOT have a business affiliation with another company, firm, or organization.
  - C. I don't know or I don't have any opinion.
- With what other company, firm, or organization do you believe they have a business affiliation?
- Why do you say that?
- What else, if anything, makes you say that?
- What other products are made by the company, firm, or organization you believe is affiliated with the one that puts out this product?

	F	RESPONSE DI	STRIBUTION	
			Undupl.	icated
Response Category	Number	Percent	Number	Percent
A. Responded				
1. GM/Hummer	1.8	3.3	2	0.36
2. Jeep	19	3.5		
3. Toyota	5	0.9		
<ol> <li>GM/GMC/Chevy without reference</li> </ol>	9	16		
to Hummer				
5. Ford	4	0.7		
6. Honda	0	0		
7. Other Car Company (Nissan,	- 5	0.9		
Isuzu, etc.)				
<ol><li>8. Military/US Government</li></ol>	2	0.4		
9. Other	31	5.6		
0. Don't Know	75	13.6		
Subtotal	168	30.5		
3. Does Not Have A Business Affiliation	48	8.7		
C. Don't Know	334	60.7		
Total	550	100		

106. Although unlikely, current and former owners of Hummer vehicles may be atypically sensitive to the tests involved in

this survey. However, as noted previously, screening for this prior exposure to either the test or control stimuli would have had the negative effect of possibly cueing all respondents toward Hummer and encouraging hypothesis guessing. Therefore these measures were taken at the end of the survey so they could not affect the main variables of interest. Thirty-two respondents indicated that they currently own or had previously owned a Hummer. Interestingly, these 32 were equally distributed across the test and control conditions. The analysis was run without these respondents and proportions across conditions did not change materially and all differences observed in scores across conditions were still significant (p<.001). Therefore these respondents were kept in the dataset.

107. Again it is possible but unlikely that past and potential builders of "kit" cars could respond atypically and thus inordinately influence the final results. Ninety-four<sup>50</sup> respondents indicated that they had previously participated in the building of a kit car and 127<sup>51</sup> indicated they expected to participate in the building of a kit car within the next three years. Again the analysis was rerun with these responses omitted and proportions across conditions did not change

<sup>&</sup>lt;sup>49</sup> With current and past Hummer owners removed, 71.5% of the test condition indicated confusion and 20.4% of the control condition indicated confusion resulting in a net confusion of 50.9% immaterially different from the whole sample net confusion rate of 50.4%.

 $<sup>^{50}</sup>$  53 in the control condition and 41 in the test condition.

 $<sup>^{51}</sup>$  68 in the control condition and 59 in the test condition.

materially  $^{52}$  and all differences observed in scores across conditions were still significant (p<.001).

108. Similar analysis was done for those who indicated that they or someone in their household was a lawyer by profession.

14 respondents indicated this was the case. Five were part of the control condition and nine were part of the test condition.

Again, their responses were removed from the dataset and all analysis rerun. Not surprisingly, proportions did not change at all<sup>53</sup> the difference observed between proportions did not change (p<.001). Thus I am confident that these responses were not atypical and can be included without reservation in the final tabulations.

109. Comparing the two conditions and netting out the impact of noise and other irrelevant factors which may have lead to confusion, I find a net confusion rate in this study of 50.4 percent. This is a substantial and statistically significant rate of net confusion.

110. This high rate of net confusion also speaks to the strong position of Hummer's overall shape and design held in the

with past kit car builders removed, 70.9% of the test condition indicated confusion and 20.1% of the control condition indicated confusion resulting in a net confusion of 50.8% immaterially different from the whole sample net confusion rate of 50.4%. Similarly, when potential kit car builders were removed, 70.9% of the test condition indicated confusion and 19.5% of the control condition indicated confusion resulting in a net confusion of 51.4% immaterially different from the whole sample net confusion rate of 50.4%.

53 With lawyers removed, 71.5% of the test condition indicated confusion and 21.1% of the control condition indicated confusion resulting in a net confusion of 50.4% identical to the whole sample net confusion rate of 50.4%.

minds of the relevant consumer segment. Unaided by brand identifiers or other cues, a vehicle similar in shape and design to the GM Hummer vehicle generated unaided identification of more than 71%. When the functional elements of rugged off-road design are controlled for, the non-functional styling and design elements drive more than 50% of that identification.

111. Exhibit 7 presents all survey responses.

#### CONCLUSION

112. It is my considered opinion, based on the empirical findings of this survey, my experience, and my education, that there are likely to be substantial levels of confusion among the relevant group of consumers who encounter an Urban Gorilla product. Specifically these data indicate that among potential customers who come into contact with the Urban Gorilla product on the street or in some other context, there will be a substantial number who are likely to be confused or misled by the belief that the Defendant's product is being put out by General Motors or Hummer, is made with the sponsorship or authorization of General Motors or Hummer, or that General Motors or Hummer has a business affiliation with the source of the Urban Gorilla vehicle. This is due to the gestalt impression formed in consumer's minds because of the external elements of the Urban Gorilla -- its overall shape and design-that are confusingly similar to the GM Hummer vehicle.

#### COMPENSATION

113. I am being compensated at the rate of \$250 per hour plus expenses.

#### PREVIOUS TRIAL TESTIMONY

- 114. Ameritrade International, Inc. vs. HSN Improvements, LLC, in U.S. District Court, District of Utah.
- 115. I declare under penalty of perjury that the foregoing is true and correct. Executed this 8th day of June, 2007, in Provo, Utah.

Dr. Clenn I Christensen